

Top Five Global Consumers Electronic Companies: Performance, Strategies, and Competitive Analysis, November 2012

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Abstracts

The global consumer electronics industry is forecast to reach US \$932 billion by 2017, with a CAGR of 5.37% over the next five years. The consumer electronic industry is a highly diverse and growing industry. The industry is both capital intensive and price sensitive. The key players are focusing on technological innovation strategies both to meet customers' requirements to stay at the forefront of the industry.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the top five consumer electronics companies and presents its findings in "Top Five Global Consumer Electronic Companies: Trend, Profit and Forecast Analysis."

This report discusses the subject companies, their geographic footprints, financial metrics, market performance, marketing and corporate strategies, and provides a SWOT analysis.

Lucintel's report highlights the major challenges of the industry, which include a decline in mobility product revenue year-over-year and decreasing consumer revenue due to shrinking profits from desktop PCs and software and peripherals. Another reason is that the rising competition in the industry may force the key players to reduce their prices, which in turn may affect the industry's gross profit.

Lucintel studies the various driving factors of the industry. The broad product portfolio of the consumer electronic industry helps it to acquire strong market position and robust financial performances to strengthen investor confidence to provide capital for future growth. Rapid innovation in technology and consistent quality at low prices due to

automated manufacturing boost the industry.

The report briefly describes the top five consumer electronics companies:

Apple

Dell

Hewlett Packard

Samsung

Sony

A combination of factors such as rising income and increased consumer spending ability seems to impact the market dynamics highly. The industry has recovered from the recessionary conditions of the last five years and returned to growth phase.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global consumer electronic companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

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